

Designing the Promotional Materials for the  
Cal Poly Care 4A Calf Fundraising Program

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## SENIOR PROJECT APPROVAL PAGE

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Cal Poly Care 4A Calf Fundraising Program

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## INTRODUCTION

For over 14 months the dairy industry has been facing the largest single decline since the depression, plunging 44% within the past year. This has created hardships for dairy producers across the nation. While dairy market prices have been plummeting, input costs such as feedstuffs have risen to record breaking prices. The combination of these two dramatic changes has presented an enormous economic challenge for the dairy industry as a whole.

The California State University system has been hit with several budget cuts that have directly impacted multiple educational programs. These budget cuts have especially affected agriculture education at the university level. To put these cuts into perspective, the CSU system funds have been cut to fall about 10% short of meeting their operational needs. (5)

Cal Poly State University, like all CSU schools, has felt these cuts in a tragic way. The Cal Poly Dairy has been faced with both the current state of the dairy industry and the shortcomings of the current California State budget. These two issues have led the Cal Poly Dairy into a large deficit and dairy operators into searching for solutions to fill the current loss, while preventing further losses in the future. It is of great importance that a solution is discovered or created, as the Cal Poly Dairy must stand as a self sufficient business each fiscal year.

There are several possible solutions to solve the financial crisis the Cal Poly Dairy is currently facing. Possible solutions are: a cull cow program, subsidizing feed costs through direct

feed donations, a booster club, maximizing utility at the Cal Poly Creamery or creating a student operated fundraising effort. One of the most feasible solutions at the present time is the student operated fundraising effort. This effort will focus on subsidizing one of the more costly inputs, feeding the youngstock. The fundraising program will be named the Cal Poly Dairy Science Care 4 a Calf. This project will provide the promotional materials for the Care 4 a Calf program. These materials will serve as the main marketing pieces of the program.

## LITERATURE REVIEW

With the state of the dairy industry being continually negative for over 14 months, the industry has found itself in a major crisis. This crisis has been felt by dairy farms of all sizes and location across the U.S. (4) To put the severity of this crisis into perspective, it is helpful to examine a comparison of “milk mailbox prices” for the months of August 2008 and August 2009 (figures 1a, 1b.) (6)

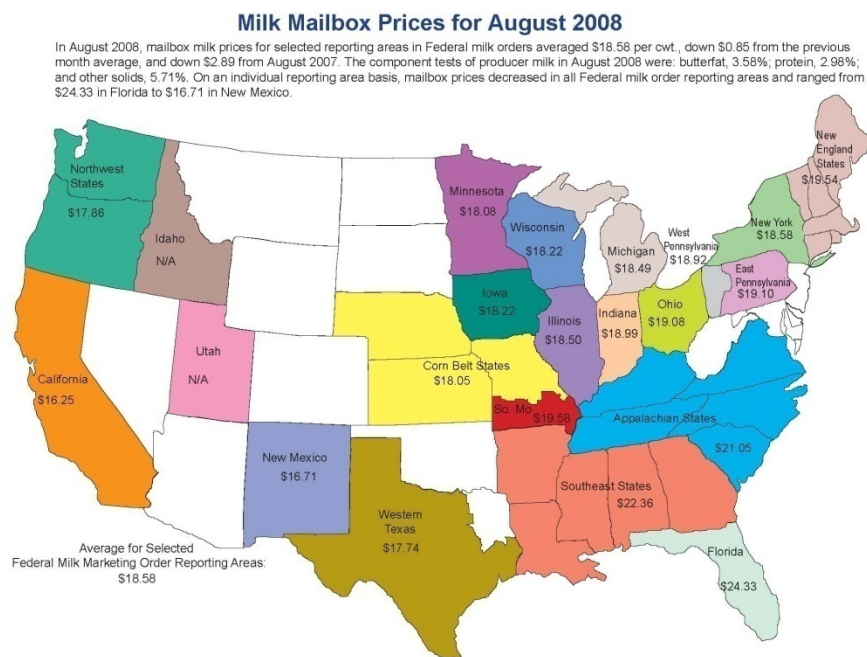


Figure 1a. Milk Mailbox Prices for August 2008 (6)



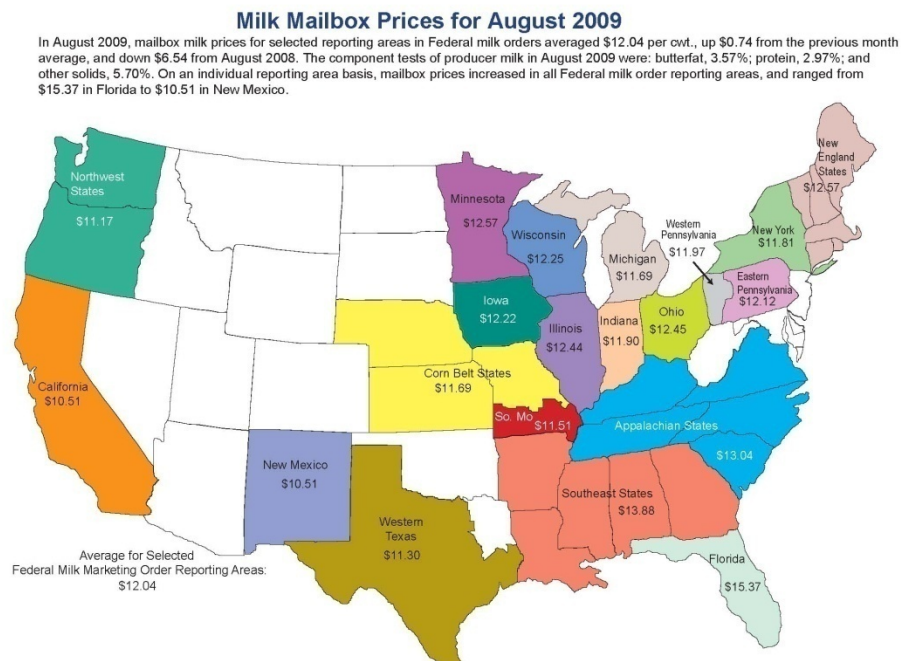


Figure 1b. Milk Mailbox Prices for August 2009 (6)

These “milk mailbox prices” represent the net price that dairy producers received for milk sold in the given month/year. (6) While milk prices have been plummeting, input costs such as commodities have increased, forcing approximately a \$15 gap between production costs and income per hundredweight of milk sold. (2) The increase in feed commodity prices as shown in figure 2.

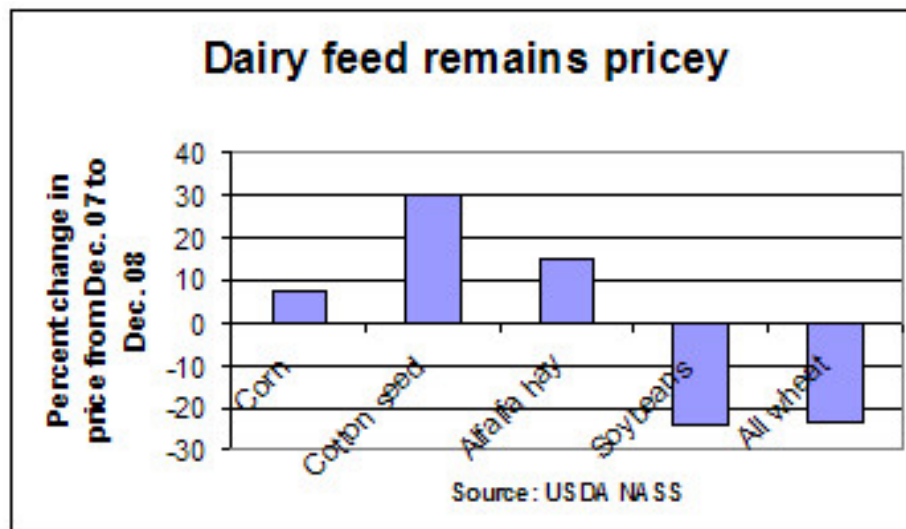


Figure 2. Dairy Feed Prices (3)

This devastating combination of low milk prices and high feed costs has sent the industry into an economic crisis, creating a sting need for financial support, presumably from government. There have been several efforts made to assist the dairy producers of the nation yet, with the severity of the crisis being of such great caliber, it almost seems “too little, too late.”(4) With milk futures looking somewhat more promising, dairy producers who have made it through these incredibly difficult months can only hope the industry will be able to turn around and pull through the astronomical losses they currently face.

While the dairy has been hit with low milk prices, the CSU system has been hit with dramatic budget cuts that, in turn, have affected several educational programs through CSU campuses across the state. On February 17, 2009 a state budget was passed and signed by Governor Schwarzenegger. This budget called for a reduction of state general fund support to the

CSU system. This reduction consisted of a cut of \$97.6 million for the 2008-09 fiscal year and an additional cut of \$66.3 million for the 2009-10 fiscal year. This is an overall cut of almost 10% of the CSU's operation needs. In addition, the budget has an additional \$50 million cut to the CSU system depending on the size and scope of the federal stimulus package. These severe budget cuts have already begun to affect the CSU system and are resulting in tuition inflation, pay cuts, fewer classes and activity laboratories. (5)

Nonetheless, the Cal Poly Dairy has been faced with these two large hurdles simultaneously. These two issues have led the Cal Poly Dairy into a position of debt. The dairy alone has faced a 5% reduction of state support adding to the accumulated debt due to poor milk prices and escalated feed costs. To put the loss the Cal Poly Dairy has recently faced into perspective, for the fiscal year ending June 30, 2009, the dairy lost over \$450,000. Without rapid change, the projected loss for the fiscal year ending June 30, 2010, \$250,000. (1) With these losses being too large to absorb, the dairy program is in need of a multi-faceted solution. One of these solutions is a student operated fundraising effort, Care 4 a Calf.

In general, this fundraising program will be a means of subsidizing the costs that are involved in caring for Cal Poly Dairy's youngstock, mainly calves in hutches. These expenses include feedstuffs, labor and housing. Specifically, the Cal Poly Care 4 a Calf fundraising program consists of a student committee led by a chair and co-chair who will volunteer their time and efforts in creating and launching the fundraiser. The purpose of the program is to compile a group of donors and collect funds to offset the current deficit as well as prevent any future losses. This is a way to reach out to the community and non-traditional potential donors to the Cal Poly Dairy. With a broader range of supporters, the promise of a student operated dairy at Cal Poly

will be better ensured. In order to launch this fundraising program, promotional materials will be needed.

The use of promotional materials is of great importance when reaching out to potential donors who are unfamiliar with the Cal Poly Dairy, its importance and history. With such a wide range of donors, these materials must appeal to all types of audiences. These materials will serve as main selling points for the fundraiser program.

The materials being created to promote the fundraising program are: 1) a tri-fold brochure, 2) donor card insert, 3) follow up thank you cards, and 4) follow up letter. These materials will be distributed both in the hard copy and electronic versions. Hard copies will be handed out to groups of potential supporters such as elementary schools, clubs and organizations during both formal and informal presentations. These presentations will be given at convenience of the supporter by the Care 4 a Calf committee members. Hard copies will also be used as mailers to some of the most promising supporters. Electronically, these materials will be used as both references and attachments for the fundraising program's website and mass emails.

The Care 4 a Calf fundraising program is to be carried on each year and will serve as an ongoing fundraising effort to help prevent future loss. Each year it will be the responsibility of the previous co-chair to step up into the position of chair. Beyond the leadership of the chair and co-chairperson is the fundraising program's advisor, Dairy Science Department Head, Dr. Bruce Golden. Dr. Golden oversees all aspects of the program. He also is fully responsible for the website and financial aspects of the program. The collaboration of student and advisor efforts show a great effort in preserving the prestige and impact of the Cal Poly Dairy.

## MATERIALS AND METHODS

The promotional materials that were created for the Care 4a Calf fundraising program throughout this project were assembled by using an array of software programs. These programs consisted of: Adobe Illustrator®, Adobe Photoshop®, Adobe InDesign® and Microsoft Publisher®.

### *Adobe Illustrator*

The logo was designed using the Adobe Design Premium CS4® software. This is one of the several design programs that are included in the Adobe Design Premium CS4® program. Adobe Illustrator® CS4 software offers a graphic environment that allows users to use multiple art boards which gives the user the opportunity to manage an entire project with one file. Up to 100 art boards varying in size, colors, type and symbols can be used and updated in a timely fashion all at once. The multiple tools available in Illustrator are extremely timesaving and beneficial to all types of users. (7)

When creating the Care 4a Calf logo, the use of tools available in Illustrator was minimal, as the logo was designed for a clean and simple look. The tools that the author utilized were: selection tool, direct selection tool, type tool, brush and stroke size, image sizing tool, guidelines and transparency tools.

### ***Adobe Photoshop and Indesign***

The design and creation of the brochure was accomplished by using a combination of programs including Adobe Photoshop and Adobe InDesign. Adobe Photoshop gives both editing and compositing power to users. Its range of tools gave the author the ability to enhance photographs used in the brochure. Basic enhancements were made using tools such as: move tool, quick selection tool, crop tool, eyedropper tool, brush tool, erase tool, brush and stroke size tool.

Once photographs were read for use, they were placed in the Adobe InDesign file that housed the Care 4a Calf brochure. The InDesign software program allows users the design professional layouts for print and digital publishing. The documents designed in InDesign are compatible to be printed into a PDF document. While designing the layout of the brochure, the author used several key tools the program offers. These tools were: selection tools, direct selection tool, text tool, line tool, rectangle frame tool, guide lines, sizing tools, swatches, stroke and color tools. The Adobe InDesign software and set of tools were also used by the author to design the layout of the Care 4a Calf donor card and thank you card. (7)

### ***Microsoft Publisher***

The formal follow up letter and corresponding envelopes for each piece of promotional material were designed using the Microsoft Publisher® software. This particular software allows for custom publications for email or print to be created. This software program was chosen to be used by the author due to its easy use and friendly tools such as the hundreds of templates that it offers. (8)

## RESULTS AND DISCUSSION

Listed in the appendix (see appendix 1-5) are the products of this project. To date, promotional materials are in their final proofing stage and are scheduled to go to the printer within the next week. Scheduled release of materials is planned to coincide with revision of the department website.

## CONCLUSION

The Cal Poly Dairy has been facing a problem that consists of a combination of two large problems: the current state of the dairy industry and the tremendous budget cuts that have been placed on the CSU system. These problems have each contributed to an accumulated debt that Cal Poly has incurred in the past fiscal year. These problems are still affecting the dairy in a negative manner and will continue to do so in the near future.

The Care 4 A Calf fundraising program was chosen to be one of several efforts to aid the Cal Poly Dairy in eliminating the current debt that it has and prevent any future losses. This program will serve as a continuous fundraiser and subsidize a costly expense of the dairy: feeding and caring for the young stock.

Upon the launch of the Care 4 A Calf program, the committee hopes for an ongoing success that will last for several years to come. With the promotional materials that were created throughout this project, the fundraising program will have the materials necessary to market its purpose and reason. If, for any reason, the program has a problem with achieving its mission, all areas will be examined by the committee and reconsidered, the products of this project being one of these areas. If the committee finds that there is a need to change the promotional material, the author will be available to make any alterations to the current material.



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## Appendix 1. Care 4A Calf Logo

## Appendix 2. Care 4A Calf Brochure

### Appendix 3. Care 4A Calf Donor Card

## Appendix 5. Care 4A Calf follow-up letter